Read Winifred Davidson's "LOMA LORE" Series Every Week

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THE BEACH NEWS

Subscription $1.00 a Year

ADVERTISING PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

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VOL. 2—NO. 22 KIRK SMITH, Editor-Owner Ocean Beach, California, Friday, April 18, 1924 PHONE POINT LOMA 17 FIVE CENTS THE COPY

Great Celebration May 4

OPENING OF FAST ELECTRIC LINE

Finest Suburban Railway In The World For San Diego's Splendid Beaches

* * *

At a mass meeting held last Wednesday evening in the Congregational Church building, arrangements were instituted for the holding of a big barbecue and general beach celebration on Sunday, May 4, in recognition of the opening of the new fast electric railway line to Ocean Beach.

F. B. McElwee Acted as Chairman of the Meeting

A managing committee of three citizens, consisting of Turner B. Kline, Roy Burkhardt and William Richley, was appointed with powers to select sub-committees for promoting the success of the celebration.

The principal speakers of the evening were Mayor John L. Bacon, City Manager Fred A. Rhodes and Fay R. Smalley, traffic manager of the San Diego Electric Railway. Mayor Bacon gave quite a comprehensive talk on the Boulder Dam project, while City Manager Rhodes discussed community matters generally and very clearly and courteously answered an assortment of queries concerning civic mysteries.

In an excellent elucidation of the past, present and future transportation facilities for the beach districts, Traffic Manager Smalley, of the San Diego Electric Railway, positively proclaimed the predictions and statements repeatedly published in THE BEACH NEWS as entirely correct, and emphasized the assertion that **the beach railway service will form the finest suburban transportation system in the whole world.**

Mr. Smalley politely and pointedly answered any and all questions relative to the routes, rates, running time, and other relative railway matters, replying particularly in regard to some future service, that **"The San Diego Electric Railway Company will at all times give the people good and adequate transportation whenever and wherever needed."**

This splendid statement was warmly applauded, as were many of the transportation problems and traffic details so well and fully explained by the able and obliging railway official.

The "test" run of the new cars over the fast line is scheduled for April 27 and the railway will be officially put in operation on May 1, as already forecasted in these columns upon optimistic prediction some time ago by Assistant Manager E. J. Burns.

And it has come to pass!

If you see it in "The Beach News," it's so!

Fares on the new line will remain the same as at present and the busses for all connecting points will carry transfer privileges without extra charge. Upon the abandonment of the line on Voltaire street, the roadway will be paved and the bus line will extend to the end of the highway pavement.

The car line on Rosecrans street will be retained and there will be through service from La Playa into San Diego, all local city traffic to Point Loma being served by the bay shore system.

The Bacon street railway line is being rebuilt with heavy rails and new poles are being erected for carrying the wires of the modern safety trolley systems. The line will extend to the junction of Santa Cruz avenue and De Foe street.

WHATEVER YOU LIKE

BURT HARRIS

BUYS AND SELLS IT

AT HIS NEW STORE

Across from the Ocean Beach postoffice on Newport avenue, Burt Harris, a live-wire merchant who believes in publicity with a punch, has just opened a new second-hand store, where he will buy and sell anything.

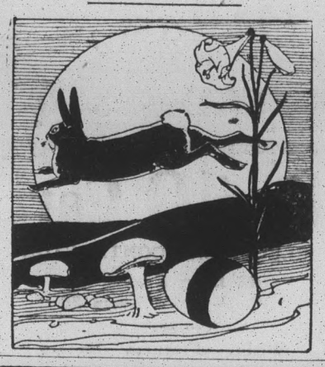
Burt invites the public to visit his place and rummage 'round. There's a mighty good chance that you'll find just what you want and at a bargain price, too.

Check up your goods and chattels, and if you have anything that you don't need, Burt will buy it. He is in the market for everything from a hairpin to a harpoon. He will also furnish you anything you may want in the way of necessities or luxuries for your house or your lot.

Burt is established in the newly remodelled store, opposite the postoffice, and his motto appeals thusly: "Let's Do Business." He deals strictly in second-hand things in a first-class way. Special attention is called to his big ringing display announcement on another page.

Don't miss the chance of having the first pick at the bargains offered from time to time.

Kodak Films, FROIDE'S. opp. P.O.*



Don't Forget the
CONCERT PROGRAM
At the Baptist Church
Tonight (Friday) at 7:30
A Fine Program

EASTER CARDS — FROIDE'S, opp. P. O.*

EASTER SERVICE

AT TRINITY MISSION

Mrs. Arthur N. Anderson of Loma Portal, will sing for the service at Trinity Mission on Easter Sunday morning.

CORSETS, Abdominal Supports, and Body Braces made to measure. P. O. Box 685, Ocean Beach. Phone Pt. Loma 206-W-K.

You'll Like "LOMA LORE" series.

Changing Location

CATHOLIC CHURCH

PREPARES TO MOVE

NEXT MONDAY

Father Declan E. Foley announces that preparations are being made for the removal next Monday of the O. B. Catholic Church from its present location at the corner of Santa Monica avenue and De Foe street to the new site recently acquired on De Foe street at Saratoga avenue. The church will be enlarged later and generally remodeled into a very attractive edifice.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

Get A Gold One

EASTER EGG HUNT

AT OCEAN BEACH

NEXT SUNDAY

With the wonderful spring weather in vogue, there promises to be great throngs on the sands at Ocean Beach next Sunday, and hundreds upon hundreds will be engaged in digging for the thousands of Easter eggs with ten $5 gold pieces as the prizes. There will also be forty other minor prizes for the gold egg hunters. Try your luck for a gold piece as a reward for your efforts at prospecting along the shore. Everybody invited.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20W.

Do You Know?

HOW SAN DIEGO WAS NAMED "THE TESTIMONY OF TREES"

The proper pronunciation of the Spanish names of local places and points of interest.

Read the interesting and instructive "LOMA LORE" Series by Winifred Davidson every week.

BASEBALL

FIRST GAME IN

CHAMPIONSHIP SERIES

SCHEDULED SUNDAY

The Ocean Beach baseball club will play the first game in the championship series at 2:30 o'clock next Sunday afternoon on the Service field at the foot of Broadway, San Diego. The Logan Athletic Club team, who topped the list in the Southern County League, will be the opponents of the Beach champions of the Northern County League. The game will be a humdinger! Be there, each and every rooter, young and old. Keep boosting!

THE NEWPORT SHOPPE
Mrs. Grenawalt has an extra special sale of Men's Balbriggan UNION SUITS, $1.25 quality at 89c, all sizes. One week only.

"LOMA LORE" MAKES DECIDED HIT WITH READERS

San Diego, Calif., April 15, '24.
Editor "The Beach News."

Dear Sir: Permit me to express my appreciation of your enterprise in publishing the very interesting "Loma Lore" series by Winifred Davidson. It is a splendid feature of your excellent community paper, and most decidedly valuable from an historical angle.

Although my subscription hasn't quite expired, I am enclosing one dollar for renewal, as I don't wish to miss a single issue. Several old-timers, including myself, are incorporating the "Loma Lore" series in scrap books. Respectfully yours,

S. K. IRVING.

OFFICIAL HONORED

PRESIDENT JONES

PROMOTED TO HIGH PLACE

WITH GAS COMPANY

H. H. Jones, for fourteen years president and general manager of the San Diego Consolidated Gas & Electric company, has been chosen vice-president in charge of operations of the Northern States Power company, and will leave San Diego tomorrow for Minneapolis, his new headquarters. His successor here has not yet been chosen.

The Northern States Power company, to which Mr. Jones goes, is another member of the H. M. Byllesby & Co. group, to which the San Diego Consolidated Gas & Electric company belongs. It serves communities in Minnesota, North and South Dakota, Wisconsin, Illinois and Iowa, and supplies at different points power, steam heat, gas, telephone and street railway service.

Stationery Supplies, Froide's, op. P.O

BONDING CONTRACTORS

TO PROTECT PUBLIC

An ordinance licensing all contractors is to be presented to the city council soon by Oscar Knecht, city building inspector. This ordinance would require all firms or persons engaged in the business of constructing houses or other buildings to put up a heavy annual bond with the city and thereby protect the public from unscrupulous building promoters.

COMMUNITY HALL

At a meeting in the Congregational Church last Monday night it was decided to appoint a ways and means committee of seven for the construction of a community hall. The committee and other details will be announced later.

Kodak Finishing FROIDE'S op. P.O.*

ELBOW AND THUMB

SHORTER HIGHWAY

PLANNED TO THE BEACHES

FROM SAN DIEGO

Plans for the building of a proposed new and shorter highway from San Diego to Ocean Beach and Mission Beach at a cost estimated at $20,000 were outlined this week by Rufus Choate, and to pay for the complete work a district plan could be used, it is claimed.

The proposed route would leave Barnett avenue (Tide street) east of the marine base and cut across the flats to a junction with West Point Loma boulevard. There already is a road across the flats and the necessary work to complete the route would be the construction of about a mile or so of new road virtually all on level ground, and requiring the addition of only a fill, two culverts and a small bridge. The road would follow the same natural pass through which the street car extension was surveyed, and thus eliminate "going 'round your elbow to get to your thumb."

CARL SCHROEDER

LANDS FINE HALIBUT

ON BAY SHORE

Bay fishermen are reaping a rich harvest this year and it is stated that the run of halibut has been unprecedented. Carl Schroeder of West Pt. Loma boulevard, struck several big ones this week, but, having no gaff with him, after losing several by trying to lift them into the boat, succeeded in landing a 15-pounder by towing it ashore.

Picture Frames. FROIDE'S, opp. P. O.

Rapid progress is being made in the erection of the new sub-station of the San Diego Electric Railway at the bay shore "wye."

Classified Ads Get Quick Results.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

CECIL O. CARL

DOING ELECTRICAL WORK

IN BEACH DISTRICT

With the pronounced boom in building activities throughout the beach districts, the local electrical industry bids fair to receive a wonderful impetus by the announcement that Cecil O. Carl, a clever and well known electrical expert, has established headquarters here for everything electrical.

About everybody and the other fellow knows Cecil, as he is popularly called, and many can vouch for his exceptional ability in his particular line. If it's electrical, see Cecil. He is temporarily located at 4522 Long Branch avenue, and will later open a place in the business section. Besides doing electrical wiring and fixing fixtures and motors, he also makes a specialty of installing radio outfits and is exclusive agent for the Kennedy radio sets. His present phone number is Point Loma 36.

RADIO FOR FISHES

The deck of the fishing barge anchored off La Jolla was washed overboard by the high seas of last Tuesday and a radio outfit installed by Faber and Damon, of Ocean Beach, went down with the wreckage. Perhaps Father Neptune is now listening in. It was a fine outfit.

Come and see OMAHA JACK—Bananas 25c a dozen. Fine display of Fresh Strawberries at the right prices.

PRIZES OFFERED BY

WOMEN'S RELIEF CORPS

DURING ENCAMPMENT

To the descendant of some Union Civil War veteran, who lives in California or Nevada, will be awarded an $800 scholarship at the University of California by the Women's Relief Corps during the Grand Army of the Republic encampment to be held in San Diego, May 12 to 17.

The scholarship has been made up by donations from the various Relief Corps chapters in the department, which also is offering a silk flag as a prize to the student in the San Diego high schools who writes the best essay on "Americanization" or "Thrift."

Expert Shoe Repairing, popular prices. O. B. Shoe Shop, 1922 Bacon.

NEW FURNITURE STORE

IN SUTCLIFFE BLOCK

Under the personal direction of C. E. ("Happy") Coville, announcement is made of the opening of a branch store of the Pierce Furniture Company at 1961 Abbott street in the Sutcliffe building, opposite the Merry-Go-Round. Besides dealing in new furniture, a specialty will be made of exchanging and the buying and selling second-hand goods at reasonalbe prices.

Delicious GOAT'S MILK, without goat flavor; fresh daily, at MARTIN'S GROCERY, formerly Brooks, next door to Laundry.

Ocean Theatre

Besides the excellent film features shown at the Ocean theatre, it is especially worthy of note that Manager Ray Ericsson makes it a point to secure only the best in the comedy line as an added attraction. The expression, "Also a Good Comedy" invariably rings true on the weekly program. The mid-week special is announced as Rex Beach's "Big Brother," which has the reputation of being better than "The Spoilers." The other current bookings are all top-notchers. Don't miss 'em!

THE BEAUTY SHOP
Phone Point Loma 63-W.

FERRIS WHEEL COMING

Manager Wm. E. Benbough has superintended the placing of eight concrete bases for the erection of a "Big Eli" or Ferris wheel, on the concession grounds opposite the O. B. Dance Pavilion on Newport avenue.

Cream Puffs, Cream Rolls, and Apple Turnovers—Special at the O. B. BAKERY, Saturday. Phone Pt. Loma 72-W.

O. B. Library

MARGARET RANKIN, Librarian

The O. B. branch library window exhibit this week is for young mothers and is entitled, "Just Babies and Some Good Books." The following books will be helpful: "Care and Feeding of Children," Holt; "One Thousand Things a Mother Should Know," Croy; "Parents' Manual of a Growing Child," Fischer; "Health Care of a Growing Child," Groszmann; "Unseen Side of Child Life," Harrison; "Child Training," Patri; "Your child Today and Tomorrow," Grenberg; "Short Talks with Young Mothers," Kerley; "Mothercraft," Comstock.

Miss Margaret Rankin is going to Camp Kearny Sunday; anyone wishing to send flowers please bring them to the library before 8 o'clock Saturday evening. Help make Easter Sunday brighter for the boys who are ill.

SECOND-HAND STORE

Across from the Postoffice

I am opening a Second-Hand Store, across the street from the Ocean Beach Postoffice. Come in and rummage around. We may have just what you want. Check up your belongings. If you have anything you do not need, we will buy it.

Let's do business! **BURT HARRIS**

BOURBONISM AS A CAUSE OF STRIFE

BY EVANS WOOLLEN,
President, Trust Company Division, American Bankers Association.

The continuance of property-right and the existence of efficient government in this land of universal suffrage depend upon the dominance of sound public opinion. More than anything else we need understanding. We need understanding between those who *have* and those who *have not*, between "the better off" and the "worse off"; understanding between those who employ and those who are employed. Understanding between all these is possible but understanding is impossible between the Bourbon and the radical. Accordingly, a contribution on our side to understanding is the avoidance of Bourbonism.

Evans Woollen

Some of us may well re-examine our conception of property rights. If those who own property and those who are charged with its conservation recognize this fact: That property-right is best defended, not on grounds of tradition, but on grounds of usefulness, there is a chance, through open-minded discussion, for understanding between them and those who vote. On the other hand, with the Bourbon who holds that property-right, unchangeable in all its aspects, is not discussable in any aspect there is no chance for understanding. There is chance for clash. He promotes the class consciousness that is his danger and the danger of those whose business it is to conserve property into the future.

Is it possible, in the second place, that some of us may well re-examine our conception of free speech? Thus also we may help, each his mite, to avoid misunderstanding between Bourbon and radical. Some of us would find ourselves assuming free speech as the right of those who accept the political and social institutions in which we believe. Whereas the fact is, of course, that free speech, short of incitement to law-breaking, is the right of all of us. It is the right of the communist and the socialist as much as it is the right of you and me. If we who believe in our political and social institutions recognize this fact: That free speech, short always of incitement to law-breaking, is the right of those whose ideas we dislike not less than of those whose ideas we like, we promote understanding.

Indeed, let us go farther and say that we had better abate somewhat of our zeal for repressive legislation. Government by jailing can put out the communist and the socialist, but cannot put down communism or socialism. That is the task of those who think straight and discuss generous-mindedly.

Buys Jail for Chickens to Foil His Neighbors

Bellport, L. I.—The state prison commission some time ago condemned the jail at Bellport, a steel-lined frame building, so it was advertised for sale, the community deciding to use the "hoosegow" at Patchogue until it could afford a new one. In Bellport lives Clarence Ward, negro, who keeps chickens—keeps them, that is, except when persons with more acquisitive instinct than moral restraint abstract them by night. Ward has tried all sorts of things to overcome that fowl trait in some of his neighbors, but the chickens have kept on disappearing.

Now it chances that some constable with literary leanings had inscribed over the jail door, "He who enters here leaves hope behind." That, it seemed to Ward, might be made strikingly true if that jail were his—true for the chickens because they would never emerge except to be eaten, and true for any marauder because the building was capable of being made a trap for intruders. So Ward bought the jail for $50 and now it is a hen coop.

Mention of The Beach News to our advertisers will be appreciated.

Cecil O. Carl

ELECTRICAL CONTRACTOR
4522 Long Branch Ave.
Phone Point Loma 36

Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty
Exclusive Agent
KENNEDY RADIO SETS
"If it's Electrical, see Cecil"

Felt's Soft Water Laundry

BEST LAUNDRY IN THE CITY

Phone Main 420. 2044 India Street, San Diego

WET WASH—25 lbs. for $1.00. No marking on the clothes. All clothes nicely washed, rinsed and blued.

SEMI-FINISH—7c per pound, and 1c a piece. Prompt delivery service.

ROUGH DRY — Family Dry Wash — 6c per pound, and all Flat Work finished at 1c a piece for everything in the bundle. No bundle less than 75c.

Satisfactory Service Guaranteed.

Prescriptions

QUALITY comes first—
We have it.

SERVICE comes next—
We give it.

SATISFACTION is what you want—
We guarantee it.

OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J

BUNGALOW GROCERY

E. H. WICKERN, Prop.
Corner Defoe and Niagara Avenue
CHILDREN LOVE TO SHOP HERE

Fresh Eggs Daily, 30c and 32c doz.
Harmless Egg Dyes—All Colors.
Candy EASTER EGGS, Chocolate Eggs—"Get a Pink Center" and get a big Candy Egg FREE.
We deliver any quantity, anywhere, at any time.

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT JOBBING Ocean Beach
BAGGAGE MOVING
Residence Phone Point Loma 125-J
STORAGE
FEED, FUEL and HARDWARE
Office Phone Point Loma 136

ANNOUNCEMENT CHANGE OF OFFICE LOCATION

OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper
Office, Yard and Mill — Muir Ave. and Ebers St., O. B.
W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, Cement, Roofing Material, Wall Board, Etc.
New office and extra warehouses have been constructed corner Ebers street and Muir avenue.
Lumber Estimates Cheerfully Given Phone, Pt. Loma 40-J

Dancing Every Night and Sunday Afternoon--Except Monday
BENBOUGH'S
OCEAN BEACH DANCE PAVILION

The Beach Is Growing BIGGER, BETTER AND BUSIER

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

BEN TODD, JUNIOR, ARRIVED LAST SUNDAY; BOUNCINGLY HAPPY

A boy baby came to bless the home of Mr. and Mrs. Ben Todd at 4774 Brighton avenue, last Sunday night and everybody 'round the Todd residence is in the seventh heaven of delight. The newcomer weighed nine and one-half pounds at birth and mother and child are doing splendidly. Daddy Ben has a dandy hook and ladder truck in readiness for Ben, Junior, and the local fire department boys are joyfully anticipating the first visit of the new member, while "Big Ben" is all smiles when passing 'round the smokes. Hearty congratulations are herewith extended to the Todds.

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EASTER CARDS — FROIDE'S, opp. P. O.*

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HERE'S A GOOD PAIR TO DRAW TO

City Manager Fred A. Rhodes and Fay R. Smalley, traffic manager of the San Diego Electric Railway Company, were most welcome visitors at THE BEACH NEWS office last Wednesday evening.

◆ ◆ ◆

ENGAGEMENT ANNOUNCED AT SPECIAL DINNER

During a delightful dinner to the family and intimate friends on last Sunday evening at their Point Loma home, Dr. and Mrs. Hyman Lischner announced the engagement of their sister, Miss Pauline Lischner, to James M. Griffin of San Antonio, Texas. The dining table was beautifully decorated with pink sweet peas arranged in a heart motive.

◆ ◆ ◆

NEW RESIDENT BUILDING BUNGALOWS

B. A. Harris, wife and little boy from Omaha, Neb., moved to Ocean Beach last week. Mr. Harris owns three lots at the corner of Guizot street and Saratoga avenue and has contracted with George Finley for the building of three bungalows. D. J. Spencer has been engaged to do the curbing.

◆ ◆ ◆

GOING NORTH

Mr. and Mrs. N. Brown, who have been enjoying their winter's residence in Ocean Beach, residing at the Crosby cottages, are planning to leave for a trip to Oregon and Washington in a week or so.

◆ ◆ ◆

MR. DRISCOLL IMPROVING

John C. Driscoll of 4684 Point Loma avenue, who was seriously hurt in an auto accident near National City a few weeks ago, is improving very nicely. Mr. Driscoll purposely drove into a bank to avoid running over a group of children, who were playing in the middle of the road.

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HAPPY REMEMBRANCE

Honoring Mrs. J. T. Smith on her birthday, April 11th, the choir of the Union Congregational church (after a brief rehearsal of the Easter music) served refreshments, which proved a very pleasant surprise. The birthday cake was cut by Mrs. Smith, and was pale pink icing, decorated with cherries.

◆ ◆ ◆

A daughter was born on April 7 to Mr. and Mrs. Arthur E. Martin, of Nautilus Court, Ocean Beach.

◆ ◆ ◆

Mrs. Arthur Hemler of 4871 Long Branch avenue, gave a birthday supper in honor of Mr. R. C. Burdette this week and everybody had an enjoyable evening.

◆ ◆ ◆

The mother of Mr. Leon Maddox of 4811 Santa Cruze avenue passed away April 15 at Glendale, Calif.

◆ ◆ ◆

Workmen have begun the construction of a new business building on Bacon street, near Newport avenue.

◆ ◆ ◆

Keep Posted on "LOMA LORE" series.

◆ ◆ ◆

SUBSCRIBE NOW!

BEACH RESIDENTS SUFFER SEVERE INJURIES IN AUTO MISHAP

Mr. and Mrs. G. B. Hemphill, of 4852 West Point Loma boulevard, were seriously hurt in an auto accident near San Juan Capistrano last Monday afternoon while on their way home from Los Angeles. Mr. Hemphill sustained the fracture of several ribs and his wife was badly bruised and suffered severe nervous shock. They will be unable to return home for several weeks.

◆ ◆ ◆

MINOR BRIDES MUST ATTEND SCHOOL SAYS THE LAW

If you are a bride less than 18 years of age and have not yet graduated from high school, prepare to resume your education.

For the state of California is going to make you go to school again, at least for four hours a week.

That all persons under 18, even if they be married, come under the provisions of the part-time law has been sustained in a test case at Oakland, where a bride objected to keeping on with studies.

However, as the intent of the law is to benefit the part-time scholars and not to punish them, some schools are preparing to put on a special course which will include care of children, cooking and housekeeping.

◆ ◆ ◆

THE BEAUTY SHOP
Phone Point Loma 63-W.

◆ ◆ ◆

HOME-COOKED FOOD SALE TOMORROW

A Home Cooked Food Sale will be held at the "Little Cash Grocery" on Saturday by the members of the Woman's Guild of the Union Congregational Church, April 19, beginning at 10 a. m.

◆ ◆ ◆

ARRIVE FROM MONTANA

Ira Shepherd and his family and his son-in-law, J. Kavanaugh have arrived here after an exceptionally quick trip from Butte, Montana. Mr. Shepherd has purchased property and is constructing a fine house on Guizot street at Del Monte avenue, where the family will reside.

◆ ◆ ◆

TRIP TO CLEAR LAKE

Mr. and Mrs. R. C. Burdette of 4811 Santa Cruze avenue, recently motored to Santa Barbara and were joined there by their son Charles on a northern trip to San Francisco and the Clear Lake country. They also spent a very pleasant evening visiting life guard Walter Fields, who has been living at Lower Lake and has opened a restaurant near Clear Lake, but will soon return to Ocean Beach to resume his summer duties as life guard.

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DEMISE OF MRS. FARRINGTON

On last Tuesday, April 15th, at the residence, 4688 Del Monte avenue, Mrs. Bertha Farrington passed away, aged 51 years. She was a native of Virginia and was the wife of George L. Farrington, mother of Williamartha and George Lewis Farrington, Jr., of Ocean Beach, daughter of Robert Lewis Henderson and sister of Ray Henderson of New York, and Robert L. Henderson, Jr., of Denver, Colo. Funeral services were held yesterday morning and interment took place in Masonic cemetery.

◆ ◆ ◆

Mr. and Mrs. Charles A. Franks of De Foe street, entertained Mr. and Mrs. Linzy Hartley and Mr. and Mrs. Charles W. Clayes at a 5 o'clock dinner last Sunday evening.

◆ ◆ ◆

Mr. and Mrs. F. W. Pugsley and their son are opening a new restaurant in the Sutcliffe building on Abbott street, to be named The Michigan, after their native state.

◆ ◆ ◆

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

◆ ◆ ◆

"Beach News" ads. bring business.

WE CIRCULATE

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

◆ ◆ ◆

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Miss L. Parmelee

Announces that she has on sale at FABER'S GROCERY STORES

CAKES, PIES, MUFFINS AND MARMALADE

Prompt attention to phone orders.

Miss L. Parmelee is now prepared to furnish, on short notice, any of her special home-baking products.
PHONE, POINT LOMA 364-M.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.

San Diego's All-Year-Round TOYLAND

New EASTER Novelties.
Mah Jongg Sets
Sail Boats
Coaster Wagons
Croquet Sets
Now on Display
Visitors always welcome.

PASSMORE'S
BIRD and TOY STORE
Sixth at B—San Diego
Opposite the New Commonwealth Building

J. B. Masse's
LOCK AND KEY WORKS
Electrical Appliances Repaired
RE-KEY ANY LOCK
Fishing Tackle Fixed Like New
1957 Abbott St., Ocean Beach

O. B. Cleaners
R. D. CRAPO, Prop
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

The Maine Garage
5040 Newport Avenue
Ocean Beach, Calif.
BATTERY CHARGING
GASOLINE AND OILS
STORAGE AUTO REPAIRING
ACCESSORIES
PHONE POINT LOMA 382

PACIFIC BEACH Community League
Organized to Advance the Best Interests of Pacific Beach
H. OWEN, Chairman
PERCY ELDRIDGE Vice-Chairm
J. FOWLER, Sec'y-Treasurer.
Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

RESIDENCE RAIDED ON ROSECRANS STREET BY DRY AGENTS

Charged with violating prohibition laws, Mrs. Winnie Grafton and Tracey Price were arrested at 2318 Rosecrans street last Saturday. A 60-gallon still and a large quantity of liquor was also seized by the officers. Mrs. Grafton was later released on $1,000 bail, while Price was returned to the county jail.

SPEND YOUR DIMES AND DOLLARS AT HOME

OCEAN THEATRE

FRIDAY and SATURDAY

ROY STEWART

—in—

"BURNING WORDS"

Also Comedy

Admission 15c and 20c

COMING SUNDAY

JOHNNIE WALKER

—in—

"THE FOURTH MUSKETEER"

Last Round of

"FIGHTING BLOOD"

News and Comedy

Two Shows—6:45 and 8:45 p. m.

Admission 15c and 20c

SPECIAL

WED. and THURS.

REX BEACH'S

"BIG BROTHER"

Better Than "The Spoilers"

Admission Children 15c, Adults 30

Come Early—Show Starts at 7:15

OCEAN BEACH Merry-Go-Round

Young and Old, Rich and Poor, all ride at same price, 5c each.

OPEN SUNDAY AFTERNOONS

Mrs. E. F. Reich

PIANO AND MANDOLIN TEACHER

4727 Newport Avenue

Ocean Beach

T. J. ELLIS

Painting Contractor

Carpentering

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THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue

Ocean Beach, California

Phone Point Loma 17

KIRK SMITH ..... Editor-Owner

KATHERINE SMITH ... Sec'y.-Treas.

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Legalized as an Official San Diego City and County Newspaper

Subscription Price, $1.00 a Year IN ADVANCE

Single Copies ..... 5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a line, averaging five words to line.

CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California under the Act of March 3, 1879."

FRIDAY, April 18, 1924

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

Pie That's All Pie!

MISS L. PARMELEE

PREPARES PERFECT PASTRY

AT HER HOME

There's a truism going the rounds to the effect that every true-blue American likes pie, particularly when it happens to be of the home-made sort, such as Miss L. Parmelee prepares at her home on Del Mar avenue.

We're happy to say we're 100 per cent American, especially if the love of pie can be taken as a criterion.

Next in order to our beloved seven-eighths, our home, and our dog, ye editor dotes on PIE.

That's it, put it in caps, Mr. Printer, and for goodness sake, don't "pi" it.

But, all punning aside, we wish to reiterate that we "surely do love home-made pie," and that's one excuse for this rather epicureanistic effusion, while another and better reason is the fact that we wish to extend our sincere thanks to Miss L. Parmelee for remembering us with some samples of her culinary art in preparing pie that's all pie!

INTERESTING STATEMENT

ABOUT PROPER TEACHING

OF CHRISTIAN SCIENCE

For the correction of an error inadvertently published, the following self-explanatory communication has been courteously forwarded to us by J. J. Burke as clerk of the Board of Directors of the Christian Science Society at Ocean Beach:

Los Angeles, Calif., April 8, 1924.

Kirk Smith,
Editor The Beach News,
Ocean Beach, Calif.

Dear Sir:

In a recent issue of "The Beach News" mention was made of Mrs. James K. Remick as "a well known Christian Science instructor." Permit me to say that Mrs. Remick is not affiliated with the Christian Science movement, nor is she an authorized teacher of Christian Science.

The Christian Science denomination has provided for specially designated and properly educated persons as teachers of Christian Science under the provisions of the Manual of the Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts, by Mary Baker Eddy.

As she has said: "Posterity will have the right to demand that Christian Science be stated and demonstrated in its godliness and grandeur, that however little be taught or learned, that little shall be right. Let there be milk for the babes, but let not the milk be adulterated. Unless this method be pursued, the Science of Christian healing will again be lost, and human suffering will increase." (Retrospection and Introspection p. 61.)

Yours very truly,
DOUGLAS L. EDMONDS,
Christian Science Committee on Publication.

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April 21st to 27th:

Nucoa, pound	29c	Kraut, Empson No. 2 can	15c
Cane Sugar, 10 lbs	94c	Spinach, D. M. No. 2 can	15c
Corn, D. M. No. 2, can	17c	Pumpkin, Del Monte No. 2	15c
Corn, Pay Day No. 2, can		Peaches, D. M. or Point Loma, Melba or Sliced, 2½ lb. can	25c
Corn, Pay Day No. 2 can 2 for	25c	Apricote, Montezuma 2½ lb. can	25c
Peas, D. M. No. 2, can	18c	Jell-Well and Jello, all flavors, pkg.	10c
Peas, Solar No. 2 can	2 for 25c		

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Sunday school at 9:45 a. m.

Morning service at 11.

DON'T OVERLOOK

THE BEACH DISTRICTS,

MISTER ARCHITECT

The city planning commission has been authorized by the city council to engage John Nolen, an expert New York landscape architect, to draw up a comprehensive "city planning" report for San Diego. The cost will be about $10,000, and Mr. Nolan expects to spend the larger part of a year on the work.

"COMPLAINT WEEK"

AT THE POSTOFFICE

Postmaster E. W. Dort has announced next week as "Complaint Week" at the San Diego postoffice and "Old Man Trouble" will have his innings. All sorts of complaints are solicited with the proviso that they be made specific. It is expected to gather an idea or two improving postal service.

CAUGHT AND FINED

FOR "SPIKING DRINKS"

Russell Drinkwater was fined $50 by Judge Chambers this week on a charge by prohibition officers that he was caught "spiking drinks" at a supper party in Ocean Beach last Sunday night.

Classified Ads Get Quick Results.

Religious News

* * *

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

◆ ◆ ◆

FIRST BAPTIST CHURCH OF OCEAN BEACH

DeFoe Street at Santa Monica Ave

E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

Easter Sunday programs—Morning topic: "Immortality in the Twentieth Century." Music: Prelude, "The Heavens Are Telling;" processional, "Diadem;" anthem, "All Hail;" solo, "I Know That My Redeemer Liveth," Mrs. Close; duet, "Love Divine," Mrs. Gardner, Mr. Meyer; ladies' quartet, "We Bow to Thee, O Risen Lord," Mesdames Close, Gardner, Gilbert and Bishop; offertory, "Let Us Sing."

Evening—Orchestra prelude and processional; anthem, choir; solo, "Hosanna," Mrs. Gardner; offertory, orchestra; ladies' quartet, "I Know That My Redeemer;" duet, "When Thou Comest," Mrs. Close, Mrs. Gardner.

The Young Men's Bible Class was entertained at supper by Mrs. Dr. Gardner Tuesday evening, April 8, at which time they organized a Young Men's Study Club. The first meeting for business was held at the church last Tuesday evening.

The B. Y. P. U. held their business meeting in the church parlor last Tuesday evening when plans were laid for future work. Refreshments were served at the close of the session.

The ladies of the local W. C. T. U. held a full meeting at the church parlor on Wednesday afternoon under the leadership of Mrs. Minnie Clark.

◆ ◆ ◆

UNION CONGREGATIONAL CHURCH

Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

Services and music will be appropriate to Easter Sunday. In the morning the pastor will preach on "The Triumphant Christ." The choir will render special music using, Gabriel's "Why Weepest Thou," "In Faith Adoring" (Adams); "Christ Is Risen" (Ashford), and a beautiful Easter Litany.

At the evening hour the following splendid program will be given: Prelude, Marche Triumphale; "Easter Greeting," Mary Elizabeth Stoetzele; "The Lily Song," beginner's class; "Easter Hunt," Arthur Smith; "Lily Bells," Joan Nashold; anthem, "Hark! the Birds Are Singing;" scripture and prayer; recitation, Dorothy Torcillas; song, "At Eastertide," Junior Girls; "The Floral Cross," Intermediate Girls; anthem, choir; "Happy Easter-tide," Junior Girls; trumpet solo, "There Is a Green Hill Far Away," Bramwell G. Coultas; "The Wonderful Story," Barbara Burdette; short drama, "The Risen Christ," young people; anthem, "Christ Is Risen." There will also be congregational singing. The public is cordially invited.

◆ ◆ ◆

CATHOLIC CHURCH

(Corner Defoe Street and Santa Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

"LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

The squadron that sailed from Acapulco (Ah-kah-pool-koh) on May 5, 1602, was the best organized expedition that had ever seen the Pacific. One ship, the San Diego, was brought from Guatemala; the Santo Tomas (Toh-mahs) was a Peruvian trading vessel; and the Tres Reyes (Trays Ray-yays) was a frigate built at Acapulco for the uses of the expedition. There was a fourth and smaller vessel also. Owing to storms the Santo Tomas became separated from the others and was not in this harbor with her sister ships.

A skilled surveyor was brought along so that charts might be prepared on the ground. Fray Ascension (Ahs-then-see-ohn) kept a journal of the voyage which afterward attracted much attention in Spain and was published in Madrid as part of Torquemada's "Indian Monarchy." Thus we have much direct information about that Point Loma that Vizcaino saw. The monk's account says:

"A large, land-locked bay with deep water . . . The soil around the bay was sandy and there were trees and grass lands near and the country seemed a paradise in comparison with the bare rocks of the peninsular coasts."

This sounds much like the enthusiasm of a modern tourist!

Vizcaino's diary is interesting:

"The next Sunday, the 10th of the month (November) we arrived in a port, which must be the best to be found in all the South Sea. It has very good wood and water, many fish of all kinds. . . . On land there is much game, such as rabbits, hares, deer, very large quail, royal ducks, thrushes and other birds. . . On the 12th of said month which was the day of the glorious San Diego, the general . . . and almost all the men went on shore. A hut was built and mass was said in celebration of the feast of Senor San Diego. When it was over the general called a council to consider what was to be done in this port. . . .

"When this had all been agreed upon, a hundred Indians appeared on a hill with bows and arrows and with many feathers on their heads, yelling noisily at us. The general ordered Ensign Fray Francisco to go to them with four arquebusiers, Father Fray Antonio following him in order to win their friendship. The ensign was instructed that if the Indians fled he should let them go, but that if they waited he should regale them. The Indians waited, albeit with some fear. The ensign and soldiers returned, and the general, his son, and the admiral went towards the Indians. The Indians seeing this, two men and two women came down from a hill. They having reached the general, and the Indian women weeping, he caioled and embraced them, giving them some things. Reassuring the others by signs, they descended peacefully, whereupon they were given presents. The net was cast and fish were given them. Whereupon the Indians became more confident and went to their rancherias and we to our ships to attend to our affairs."

Here is material for pageantry. Pictures are available for the European costumes—this was Shakespeare's time in England—and here and elsewhere we have notes on the garb of our Loma Indians: feathers on their heads; the skins of animals on their bodies; carrying bows and arrows. The hill back of La Playa is not now as high as it was three hundred years ago; but the general aspect of the scene must remain much the same.

The Spaniards were in the harbor for nine or ten days. Wood, water and fish were brought on board and the ships were given a good scouring, which they badly needed, it seems. There had been much sickness and several deaths. It had taken them six months to come from Acapulco—a trip the slowest of our modern boats makes in a few days.

Vizcaino's diary continues:

". . . and on Wednesday, the 20th of said month, we set sail. I do not state, lest I should be tiresome, how many times the Indians came to our camps with skins of martens and other things. Until the next day, when we set sail, they remained on the beach shouting. This port was given the name San Diego."

And there is a note on False Bay well worth recording:

"We left the port of San Diego, as has been said, on a Wednesday, the 20th of said month, and the same day the general ordered Ensign Sebastian Melendez (May-layn-dayth) to go ahead with the frigate to examine a bay which was to windward some four leagues and directed that a pilot should sound it, map it, and find out what was there. He did so, and the next day ordered the return to the captain's ship. He reported to the general that he had entered the said bay, that it was a good port, although it had at its entrance a bar of little more than two fathoms depth, and that there was a very large grove at an estuary which extended into the land, and many Indians; and that he had not gone ashore. . . ."

For one hundred and sixty-seven years after Vizcaino's visit Point Loma beckoned in vain to the busy ships that went out from Mexico to the Orient and brought back to luxury-loving Spain treasures of ivory, incense, pearls, tea, cinnamon, silks.

(Continued next week)

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

(Continued from Last Week.)

"Yes," agreed Mrs. Bonner, "and a lot more help than a farm-hand can give 'em in school. I shouldn't wonder if there was a lot we don't know about why they come north."

"As for that," replied Mrs. Bronson, "I don't know as it's any of my business so long as they behave themselves."

Again Mrs. Bonner felt the situation getting out of hand.

"Ain't it some of our business?" she queried. "I wonder now! By the way Newtie keeps his eye on that Simms girl, I shouldn't wonder if it might turn out your business."

"Pshaw!" scoffed Mrs. Bronson. "Puppy love!"

"You can't tell how far it'll go," persisted Mrs. Bonner. "I tell you these schools are getting to be nothing more than sparkin' bees, from the county superintendent down."

"Well, maybe," said Mrs. Bronson, "but I don't see sparkin' in everything boys and girls do as quick as some."

"I wonder," said Mrs. Bonner, "if Colonel Woodruff would be as friendly to Jim Irwin if he knew that everybody says Jennie decided he was to keep his certif-kit because she wants him to get along in the world, so he can marry her?"

"I don't know as she is so very friendly to him," replied Mrs. Bronson; "and Jim and Jennie are both of age, you know."

"Yes, but how about our schools bein' ruined by a love affair?" interrogated Mrs. Bonner, as they moved away. "Ain't that your business and mine?"

Instead of desiring further knowledge of what they were discussing, Jim felt a dreadful disgust at the whole thing. Jennie was against him, he believed, and as for her being in love with him—to hear these women discuss it was intolerable. He felt his face redden as at the hearing of some horrible indecency. And while he was raging inwardly, paying the penalty of a publicity to which he was not yet hardened, he heard other voices. Professor Withers, County Superintendent Jennie and Colonel Woodruff were making an inspection of the rural-school exhibit.

"I hear he has been having some trouble with his school board," the professor was saying.

"Yes," said Jennie, "he has. Proceedings before me to revoke his certificate."

"On what grounds?"

"Incompetency," answered Jennie. "I found that his pupils were really going very well in the regular course of study—which he seems to be neglecting."

(Continued next week)

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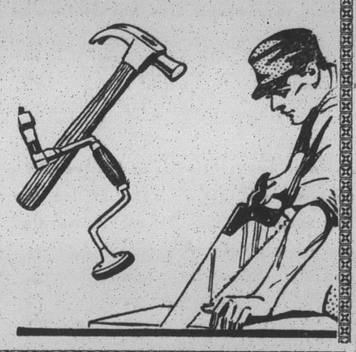

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Who's Who in Offcialdom

SAN DIEGO CITY OFFICIALS

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Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell. Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lesem. Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmke.
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Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley. Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Althea H. Warren.

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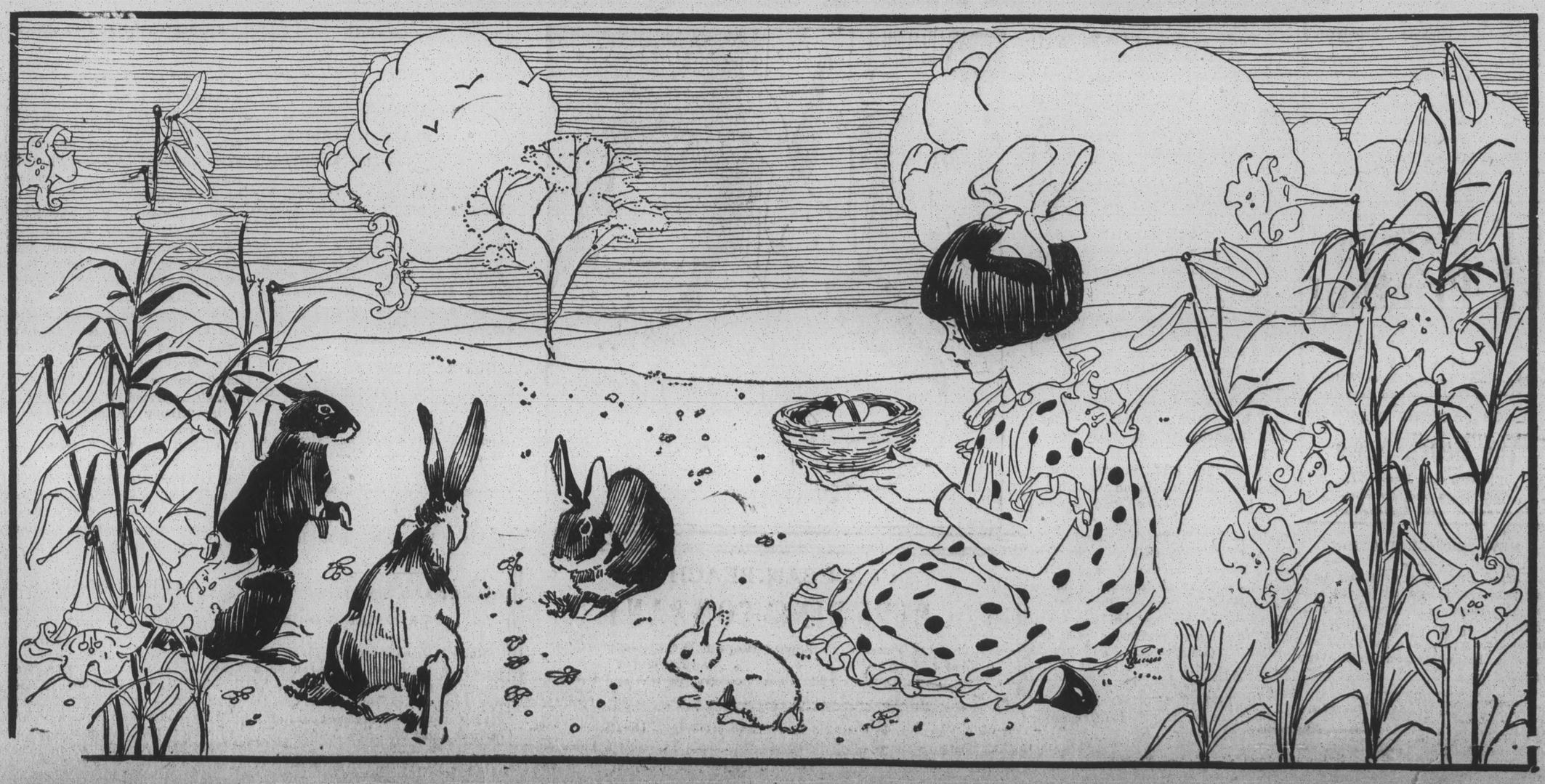
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